

CASE STUDY

identifying opportunity through custom research

Online Research

The Issue:

A client with a consumer targeted e-commerce site is interested in increasing the effectiveness of their site. Who is visiting my web site, what do they want, and will they be coming back?

The Solution:

MRSI's iResearch® technology was used to conduct random intercept surveys on our client's web site. Information on visitor demographics, site likes/dislikes, revisit rates, and purchase intent was collected.

Analysis results show our client's site appeals to a narrow, homogeneous group that is especially interested in new product offerings. In addition, the analysis revealed that a large percentage of those visiting the site are interested in regular e-mail updates about new product offerings from the site.

Business Implications:

With the incorporation of an e-mail update feature at their site, our client was able to boost top-of-mind awareness and reach the customers most likely to make purchases at their site.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.